

Store Will Be Closed
All Day Monday

WANAMAKER'S

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WEATHER
Cloudy and Slightly Warmer

The Wanamaker Store Will Be Closed All Day Monday in Celebration of Washington's Birthday

The Notable Spring Sale of Housewares Will Open Next Tuesday at Wanamaker's

A Thousand New White Houses Recently Built Have Fallen With the Melting Snow

But the merry builders, boys and girls, made good proof that they did not mind storms and winds and that

They Liked to Do Things

Yet more, their work revealed their artistic ideas, sense of proportion and beauty by completeness of finish of doors, windows, roofs and porches sufficiently to prove that the coming generation is full of builders.

It is a great thing to be a builder of something.

The aqueduct (water course) through the Campagna to supply water to Rome is still there. The site and a building where Galileo erected the first telescope is still to be seen.

The Old State House, Liberty Bell Hall, memorable for the Declaration of Independence, is a precious heirloom of Philadelphia.

We are still building this store in many particulars.

[Signed] *John Wanamaker*

Feb. 21, 1920.

TWO things make this coming Sale a matter of importance which touches every well-kept house, and concerns every efficient housewife, in or near this city:—

The qualities of the goods and the greatness of the assemblage—80,575 articles to start, with hundreds more on their way.

Money savings also play no small part in the considerations of the thrifty-minded. Every article will be priced from 15 per cent to 33 1-3 per cent less than regular.

But while prices form a pleasing feature of the opportunity, this is not the kind of Sale that needs to be built around price.

We are glad that we can help you save money on your household furnishings, through the economies that inevitably result from such large merchandising operations. But the main purpose and central pivot of the Sale is to help you furnish your kitchen, laundry, pantry, cellar, housemaid's closet—even your sewing-room and maybe your attic, if you keep your trunks and cedar chests up there—with the very finest utensils made, the ones that will last longest and do the best work while lasting.

No other kind are worth the space they take up in a house or in a Store, and we are constantly surprised at the space that they are allowed to take up in advertisements!

What will make this Sale great from its starting day, in its attendance and in its selling, will be

Within those comprehensive groups are contained thousands of articles, large and small, that are needed at this moment in hundreds of households.

Let it again be emphasized that there is among them, not merely no article of inferior class, but virtually no article of an ordinary class.

This is not a Store that sets out to do ordinary things in an ordinary manner, or it would long ago have gone the ordinary road to oblivion or dead-and-aliveness.

If you are a man, or a woman who never beat up cakes or ladled out oatmeal, you may think that wooden spoons are all alike. If you have ever washed one, you know better.

The smooth, clean finish on Wanamaker woodenware, which, compared with common pie-boards, rolling-pins, step-ladders, etc., is almost snowy, is always remarked upon.

Despite restricted production, shortage of lumber and the other handicaps that might have frightened timid folks out of holding this Sale, all the woodenware in the Sale, like all the other housewares, is of the very best quality that the market produces; and this covers construction as well as finish.

You can set your foot safely on a Wanamaker step-ladder; no insidious knots to eat out the strength of the wood!

Even the little folding two-step ladder, sold for \$1.15, which is

A Novelty Interesting to Apartment Dwellers

is strongly and staunchly made, and smoothly finished. It is 24½ inches high, and when folded is only 3 inches in thickness. To people living in limited quarters it will be a convenience.

Again: a whole chapter could be written, with annotations from the ashman, and maybe a line scratched by the neighbor's cat, on the difference there is between ash cans and ash cans, and garbage ditto.

The superiority of the galvanized ironware in this Sale is a thing worthy of remark. Heavy metal to start with; seams soldered and leakless; both interiors and exteriors with the smoothness conducive to sanitation; a finish in the form of deep flanges prevents the bottoms of the cans from rusting out and makes the lids an inaccessible dream to the four-legged prowlers of the night.

Then as to hinges on tin pantryware. Even these are not alike all over the world. Some are broken, some will break and others will not, which is a sign that they are Wanamaker-quality.

If you ever knew any one who lost her temper over a bread-box with a broken hinge, bring her in to this Sale and let the salesman show both of you the long, strong, continuous wire which fastens down the hinges of these snowy, attractive, but strongly made boxes and canisters in the white pantry ware.

The Confidence Women Feel in Buying Where Nothing Flimsy Is Sold

Every article in the Sale, however humble its use or small its size, or however low its price, is fully up to Wanamaker standards of quality, and is as NEW as yesterday's output of glittering silver dollars from the Philadelphia Mint.

The great quantity and wide assortment of articles give assurance to the out-of-town woman that inability to attend the opening day of the Sale will not finish her chances; and to the same degree they assure the bride, or any other woman newly furnishing a kitchen, that nearly everything she can possibly need for it, save the ice for the new refrigerator and the food to prepare in the shining, sanitary new pans and kettles, can be bought at this one time and in this one place.

The Sale opens next Tuesday, with abundant offerings of—

Refrigerators

Bathroom Furnishings

Woodenware

Brushes

Cleaning Cloths

Sewing Machines

Brassware

Galvanized Ironware

Vacuum Cleaners

Enamelware

White Enamel Pantryware

Coffee Machines

Brooms

Kitchen Cabinets

Dress Forms

Trunks

Nickelware

Vacuum Bottles

Cedar Chests

Mops

Porcelain-Top Tables

Clothes Baskets and Market Baskets

John Wanamaker Philadelphia